POWER**O**FLEET®

CUSTOMER CASE STUDY

Wincanton

Powerfleet drives Wincanton's commitment to safer roads and operational efficiency

Customer/channel partner
Wincanton

Regions
United Kingdom

Business & industry
Logistics services / Transport and distribution

Total fleet size
1700

Vehicle types
Heavy goods vehicles

Customer since & subscription
2017 / On-Road IoT, DriveMate

Aims
Improve driving, reduce insurance costs

Results
Increased driver engagement, reduced fuel spending, harsh acceleration, harsh braking, and harsh cornering all contribute to improved safety and efficiency.

Customer website
www.wincanton.co.uk

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With over 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends its data ecosystem and commitment to innovation; its people-centric approach empowers customers to realize impactful, sustained business improvement. Powerfleet serves over 2.8 million subscribers across 48,000+ customers in 120 countries, with commercial operations on every major continent.

Powerfleet provides the missing link in Wincanton's supply chain fleet

Looking for a safer, more efficient route

Wincanton is one of the largest logistics firms in the United Kingdom, with a history dating back to 1925. They provide supply chain consultancy and solutions. Their services range from setting up and operating distribution networks to container transport and technology hosting. Wincanton is proud to have customer relationships that span more than 20 years. In April 2024, the company was acquired by GXO.

In 2017, Wincanton was concerned about how their drivers' behavior was impacting the overall safety of the fleet. A fleet management solution was needed to improve driving style. Additionally, the company sought to find a way to reduce its insurance costs. The best way to do this was with the help of visual evidence in the event of a claim.

To achieve these goals, they opted for Powerfleet's On-road IoT, complemented by DriveMate and AI-powered dashcams.

Powerfleet was selected for three key reasons: value for money; quick and easy installation and management of the solution; and the ability to drive behavior change and engagement among drivers.

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> Safety is Wincanton's top priority. Powerfleet recognizes our goal to improve our drivers' behavior by motivating them to change. Powerfleet offers several tools to help with behavioral change, and we've already seen significant savings in efficiency."
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> **Carl Handson**
> Transport Managing Director at Wincanton

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Going beyond "good enough"

The first phase of the project was implemented in 70 vehicles across three different Wincanton customers. The only challenge encountered during this phase was vehicle availability.

Given that Wincanton still needed to fulfill obligations during the implementation, Powerfleet had to be flexible to accommodate this. DriveMate was a key component in helping Wincanton achieve its goal of improving driver behavior. It is a discreet in-vehicle driver display that uses red, amber, and green (RAG) LED lights to communicate with the driver when they engage in unsafe behaviors.

These behaviors include accelerating, braking, and cornering too harshly, as well as speeding. In addition to lights, it also uses sound as a warning if a driver does not self-correct after receiving a notification. Other features of this solution comprise driver identification cards, event recordings for future analysis, and personal and business modes for accurately capturing driving hours data. Frequent RAG reports are generated to help fleet managers identify which drivers are experiencing the most driving events and organize communication or training to reduce occurrences and enhance safety.

To ensure successful behavioral change, Wincanton sought high driver engagement. This was achieved through the introduction of an engagement app specifically designed for drivers. Drivers created profiles displaying their driving events and related scores. Based on these scores, drivers are ranked. This allows them to easily assess their daily performance on the road and take independent action when they recognize the need for improvement. Similar functionality is now incorporated into the Powerfleet Unity platform, where fleet managers can evaluate drivers' performance based on a variety of metrics.

Powerfleet's AI-powered dashcams were the perfect addition to the offered solutions as they serve two purposes: increased safety and decreased insurance costs. This solution features in-vehicle cameras and optional external cameras that capture events on video.

Wincanton can choose from various events to trigger recordings for future analysis. Visual evidence is essential for post-incident analysis to determine what could have been done differently. Additionally, if an insurance claim is filed, liability can be assigned based on the findings in the recordings.

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Delivering results

Wincanton reported tangible results within six months of implementing Powerfleet's solutions. They immediately saw improvements in safety and increased efficiency. They pointed out that all the solutions were used equally, noting that each served a specific purpose within the fleet.

Fleet consultancy was a crucial element in successful implementation. A Powerfleet consultant helped Wincanton identify their ROI goals and guided them on how to achieve those targets. This process involved establishing a long-term partnership and developing a data management system.

The addition of weekly reports was extremely helpful and required minimal upkeep from the Wincanton team, saving them time. The driver engagement app was adopted by 50% of Wincanton's drivers.

A correlation has been observed between drivers who used the app and increased safety within the fleet. Using the scores and rankings generated by the app, supervisor debriefings have been implemented to assist drivers in improving their performance.

Acceleration, braking, and cornering have all become less harsh. Harsh braking (and subsequently, following too closely) appears to be the most affected, showing an impressive 85% decrease. Even fuel expenditure has dropped by 14%, resulting in cost savings on top of the safety and efficiency benefits.

57% decrease in harsh acceleration

85% decrease in harsh braking

14% decrease in fuel expenditure

30% decrease in harsh cornering

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Powerfleet's solution has been a pleasure to implement. Having used other tracking systems, we were truly amazed by how intuitive, user-friendly, and effective the solution is. The Safety Change Program has been very simple to roll out, and the benefits are almost immediate."

Lee Sharples
Transport Manager at Wincanton